

# Overview of 3rd Quarter Results (Consolidated and Non-consolidated) for the Year Ending December 31, 2003

November 10, 2003

**Company name** : **Asatsu - DK Inc.** Exchange: Tokyo Stock Exchange First Section  
**Securities Code** : 9747 Location of Head Office: Tokyo  
**URL** : <http://www.adk.jp>  
**Representative** : Koichiro Naganuma, President and Group COO  
**Contact Person** : Tokuya Kama, Corporate Advisor Tel: +81-3-3547-2028  
**Inquiries in English** : Yasuhiro Oshimo, Group Management Director, Finance Div. Tel: +81-3-3547-2281

1. Matters concerning the compilation of the overview of quarterly results.

Is there any variance in the accounting treatment of gross billings recognition from the most recent accounting year?: No

2. The nine months consolidated results for the year ending December 31, 2003

(Results from Jan.1, 2003 to Sep.30, 2003)

(1) Overview of Results

(Unit: millions of yen, Rounded down under 1 million yen)

	Gross Billings	Gross Profit	Operating Income
9 months ended September 30, 2003	287,283	33,854	4,208
(Ref.) 3Q (3Months)	91,320	10,755	1,226
(Ref.) Fiscal 2002	373,899	41,529	3,798

(Note) As the Group began to report its quarterly results from Q1 2003, the Q3 results in 2002 and the YoY increase are not available.

[Supplementary Notes in the Consolidated Results]

During the first nine months of 2003, some improvements in the Japanese economy have been hinted since the recoveries of stock prices. However, because of the rapid appreciation of Japanese Yen and the still remaining socio-economical structural inefficiencies, the economy has not resumed a steady growth. And so has the overall corporate advertising spending, as we see the clients with both aggressive and stringent advertising budgets.

(The advertising business segment)

Under this difficult business environment, we reconfirmed our strategic position as a challenger in the Japanese advertising industry and tried hard to obtain businesses from clients with larger ad budgets and foreign sectors. Hence our billings to the clients in financial/insurance, foods, and cosmetics industries grew faster among others. As a result, the out-of-group nine-month gross billings in the segment reached JPY 279,797 million. The operating income was JPY 3,753 million (before elimination between segments) because of better cost of sales control and lower staff cost ratio over gross profit.

(Other business segments)

Under the stagnant growth in consumer spending, our publication business performed steadily to generate the out-of-group nine-month sales of JPY 7,554 million and the operating income of JPY 440 million (before elimination between segments).

As a result, the group reported the consolidated gross billings of JPY 287,283 million, the gross profit of JPY 33,854 million, and the operating income of JPY 4,208 million.

(2) Any event that had a major impact on the corporate group's financial condition and business results during this quarter?: Nothing of particular importance to report.

(3) Forecast of consolidated results for the year ending Dec. 31, 2003 (Period from Jan. 1, 2003 to Dec. 31, 2003)  
While we see some hints of improvements in our business environment, we are still worried of some uncertainties in advertising spending. Therefore, we do not revise the forecast of Fiscal 2003 consolidated (or non-consolidated) results, which was amended and announced on August 15, 2003.

3. The nine months non-consolidated results for the year ending December 31, 2003  
(Results from Jan. 1, 2003 to Sep. 30, 2003)

(1) Overview of Results

(Unit: millions of yen , Rounded down under 1 million yen)

	Gross Billings	Gross Profit	Operating Income
9 months ended September 30, 2003	259,682	27,292	3,677
(Ref) 3Q (3Months)	82,303	8,702	1,138
(Ref) Fiscal 2002	334,915	32,005	2,419

(Note) As the Company began to report its quarterly results from Q1 2003, the Q3 results in 2002 and the YoY increase are not available.

(2) Forecast of non-consolidated results for the year ending Dec. 31, 2003(Period from Jan. 1, 2003 to Dec. 31, 2003)  
While we see some hints of improvements in our business environment, we are still worried of some uncertainties in advertising spending. Therefore, we do not revise the forecast of Fiscal 2003 consolidated (or non-consolidated) results, which was amended and announced on August 15, 2003.